



## Advanced Public Information Officer (L0388)

**Advanced Public Information Officer (L0388):** This advanced course builds on the foundations established in the Basic Public Information Officer course series: This course provides participants the knowledge and skills to establish, manage and work within a joint information center. The training will allow students to develop the skills to coordinate a message once developed and to modify if problems or sources of confusion arise. It discusses techniques to develop strategic messaging in support of incident action plans, managing joint information centers including personnel and stress. The course uses exercises as well as lectures to achieve objectives.

### Upon completion of this course, participants will be able to:

- Describe the changes in the American family and society and how these changes relate public information officer.
- Analyze the impact of fear mongering on the acceptance of emergency communication messages
- Discuss current crisis communication methodologies and the relationship with emergency communication
- Describe the tools available for successful strategic communications planning
- Describe the practice, policy and procedure related to Joint Information Systems and Joint Information Centers
- Discuss current topics in external affairs during a panel discussion
- Demonstrate ability to work in a joint information center

### Prerequisites

Students must complete FEMA's Basic Public Information Officers course or CSTIsG290/CCM I) at the State level before they attend the Advanced Public Information Officer course (E388).

### Crisis Communications Specialists Certificate

This course meets one of the requirements for the State OES/CSTI Crisis Communications Specialists Certificate.

**Course Length:** 40 hours

**Course Code:** L0388

Please contact us for more information.

For the course schedule visit [www.caloes.ca.gov/CSTI](http://www.caloes.ca.gov/CSTI)

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Find us online @ [www.caloes.ca.gov/CSTI](http://www.caloes.ca.gov/CSTI)  
LinkedIn, Google+, YouTube, Instagram, Search #MyCSTI

## About CSTI

Under the recent reorganization of CalOES, CSTI has evolved into a statewide enterprise with responsibility for supporting training, exercises and education in a wide variety of public safety areas including but not limited to; emergency management, homeland security, hazardous materials, disaster recovery and crisis communications.

**For more information  
regarding this or other  
courses we offer, please call:**  
**(805)549-3535**

**Email us at:**

**[CSTIinfo@caloes.ca.gov](mailto:CSTIinfo@caloes.ca.gov)**

**Find us online by visiting:**  
**[www.caloes.ca.gov/CSTI](http://www.caloes.ca.gov/CSTI)**

## COURSE SCHEDULE

### JOIN OUR MAIL LIST

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